

**Revenue Maximization Services
Master Service Agreement (MSA)
(5-03-70-59IT through 5-03-70-64IT)
Request for Offer Instructions**

**Purpose of
Request for
Offer**

The purpose for the Request for Offer (RFO) must be explained in detail including an explanation of the program and the normal sources of revenue for the program.

The RFO must clarify that it is a Request for Offer from contractors approved for the Master Service Agreement (MSA) and not an Invitation for Bid (IFB) or a Request for Proposals (RFP).

**Key Action
Dates**

- RFO release date
 - Response submission date
 - Contractor meeting and discussion dates/times and location
 - Agreement execution date
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**Minimum
Quotes**

The RFO must be sent to at least three Contractors on the Master Service Agreement.

**Required
Meetings**

The Contractor will meet with state or local agency staff to discuss program elements and sources of revenue to establish mutual agreement on what the baseline is.

**Baseline
Definition**

The baseline is existing revenues for program elements.

**Contractor
Payment**

Payment will be a percent of additional revenues found by the Contractor under the provisions of the resulting agreement. Each contractor must adhere to the percentage of payment as stipulated in the MSA.

**Contractor
Requirements**

The Contractor is required to provide the following in response to the RFO:

- Expected increase in revenues
 - Lapse time to receive the additional revenues
 - Statement of Work for the claim process
 - Estimated amount of state or local agency involvement in making claims and providing program information.
 - Probability of receiving the revenues based on verifiable experience providing these services to similar programs.
 - Contractor percent of payment as stipulated in the MSA.
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**Contractor
Selection
Criteria**

If the “only” option for source of revenue is already known by the State or local agency, then the Contractor offering the lowest percent of fee will be selected.

If the Contractor is identifying new sources of revenue, the Contractor providing the greatest revenue to the State or local agency, after subtracting their payment fee, will be selected.

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Task Schedule

Once the State selects a contractor, a Task Schedule must be developed that includes the following:

- Baseline Letter that clearly defines existing revenue sources for the specific elements of the program for which revenues are being sought.
- A detailed description of revenue opportunities.
- Identify state or local agency resource requirements, if applicable.
- Identify delivery dates for Start of Project Report, Monthly/Quarterly Progress Reports, and End of Project Report.
- Identify process and time period in which the Contractor will be paid in accordance with California law.
- Incorporate as attachments any other pertinent documents.

The Contractor and the State or local agency will jointly approve the Task Schedule.

**Standard
Agreement
Form**

The State and contractor will execute a Standard Agreement (STD 213) which incorporates by reference the terms and conditions of the Master Service Agreement (by number), contractor's response to the RFO, and the Task Schedule, including the Baseline Letter.

Local agencies will use their own forms in lieu of the STD. 213.

**Prior Approval
Required for
Agreements
Exceeding
\$50,000**

Agreements exceeding \$50,000 must be approved by the Department of General Services, Office of Legal Services, prior to issuance. Forward these agreements to the following address:

Department of General Services
Office of Legal Services
707 Third Street, Seventh Floor
West Sacramento, California 95605
Attention: Kathleen Yates

**Where to Send
Copies**

A copy of each agreement must be forwarded to the Department of General Services, Procurement Division, at the following address:

Department of General Services
Procurement Division
707 Third Street, Second Floor
West Sacramento, California 95605
Attention: Tom Abeyta
